

### INFORMATION APPLIANCE COST SUBSIDY

5           A video information display business system is disclosed. In accordance with the system an information appliance (300) having an advertising display area (202) permanently disposed within a working display area (200) is provided. Advertising information is displayed in the advertising display area (202) and is not dependent upon a non-advertising application being run on the information appliance (300). The system  
10       comprises a software upgrade of the non-advertising application, the upgrade has an upgrade cost and is offered to an owner of the information appliance (300) for an upgrade price. The software upgrade has space for the advertising information. The system also comprises an advertising space cost determination means which is adapted to determine an advertising space cost for an amount of the space to be offered to an advertiser. The  
15       upgrade price determination means is adapted to determine the upgrade price dependent upon a difference between the advertising space cost and the upgrade cost. A price adjusting means is also provided and is adapted to adjust the advertising space cost in order to decrease the upgrade price.

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